

Abstract

The main objective of this work is to contribute to the border periphery regions research at a field of usage of modern spatial development instruments. We verify the sustainability and the range of application on a concrete model location of Jachymovsko. The geographical location was revealed as a core development factor. We are presenting an optimal marketing strategy for this region based on an analysis of the environment and the image analysis. This strategy is focused on a consolidation and intensification of promotion of tourism and implementation of an external communication strategy. The quantitative data about a region are supported with the qualitative data from two researches: questionnaire method and Delphi method.

Key words: periphery – regional marketing – Delphi method – Jachymovsko